

ABSTRACT

5 An artificial promoter characterized for been a chimerical recombinant DNA molecule
such that, when introduced in any class of plant cells, promotes high expression levels of
any DNA molecule fused to its 3' end. The basic genetic elements of the molecule
described here are: a core promoter with a consensus TATA box, followed by an
Exon/Intron/Exon region and a translation enhancer element, all of them artificially
constructed. Transcription regulatory elements can be inserted upstream of the promoter
10 here described to confer temporal-, organ- or tissue-specificity to the expression. The
designed artificial genetic elements can be functionally inserted between any promoter
active in plant cells and any DNA sequence to increase its transcription/translation levels.